

Workplace Alaska

Class Specification Information Officer II

Created:
01/06/1998 by Rachel Wilson
Finalized on:

AKPAY Code: P3614
Class Outline Cat: B
Approved by:

Class Code: PE0642
Class Range: 17
Class Status: Active

Category:
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Class Title: Information Officer II
Use MJR Form: Standard

Original Comments:
Original

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09/25/2008 - Workplace AK spec revision: Added Census Job Code and AKPAY Code fields; Replaced Category field with Class Outline Category; Updated EEO4, SOC, and Class Code fields; Removed DOT field.

Last Update: **EEO4:** B **SOC:** 27-3031 **Census:** 02

Last Update Comments:

Definition:

Under general direction plans, coordinates and performs information dissemination activities for a state agency whose programs are in a continual and obvious modification based on public reaction.

Distinguishing Characteristics:

Positions allocated to this class have responsibility for performing public informational and publicity duties for a department whose activities and programs require extensive publicity campaigns to minimize public conflict and dissent, increase program efficiency through an interested and better informed public, or are subject to considerable modification based on public reaction. Programs may not be well understood, require interpretation, and are often subject to misunderstanding, misconception, or conflicting views. Programs generally have wide impact on the general populace.

Examples of Duties:

Determines information needs and interests, and plans, prepares, implements and promotes a comprehensive, long-range program of publicity and promotion to keep the public informed of departmental programs, activities, policies and services.

Selects methods appropriate for type of information to be disseminated, and compiles libraries by category and age/educational levels.

Writes and issues news releases, pamphlets, agency reports, newsletters, bulletins, and other data which require knowledge of a variety of ongoing departmental operations and determinations of public interest.

Solicits news items, magazine article data and other information from department personnel.

Edits and proofreads contributions and prepares for printing and/or radio and television dissemination; explains desired format and illustrations to artists and printers.

Coordinates news releases and programs with those conducted by or of interest to other agencies and organizations, and invites participation and cooperative effort.

Establishes cooperative informational services with the news media; arranges for press, radio and television coverage of agency programs, and requests notification on activities related to department operation.

Prepares and may present speeches, and plans and participates in conferences, work shops, meetings and panel discussions; explains and interprets departmental positions and promotes cooperation with program objectives.

Screens newspapers and other publications for information relevant to or which may reflect on agency programs; informs department management of current events, and public concern, and prepares department position announcements and general comments.

May supervise professional, clerical and technical personnel.

Performs other related work as required.

Knowledge, Skills and Abilities:

Knowledge of principles and techniques of information dissemination, of substantive news and feature writing; of methods of determining public information needs, interest, and program effectiveness; of English grammar, punctuation, spelling; data abstraction, extraction, editing and conceptualization for various applications of informational material.

Ability to weigh potential effects of specific information and lack of information, and in determining public concern about department related programs; measure response to public relations programs; establish departmental and external channels of communication; write clear and concise informational and educational material; speak effectively in public; supervise and work effectively with others.

Minimum Qualifications:

Bachelor's degree from an approved college with major course work in journalism, public relations, English, communications media, education, library science, graphic or commercial art, or a closely related field.

AND

Two years of experience in journalism, information dissemination or related public relations work.

OR

Nonspecific bachelor's degree.

AND

Four years of experience in journalism, information dissemination or related public relations work.

OR

Five years of experience in journalism, information dissemination or related public relations work.

Substitution: Specific graduate study may be substituted for the experience on a year-for-year basis.

Required Job Qualifications:

(The special note is to be used to explain any additional information an applicant might need in order to understand or answer questions about the minimum qualifications.)

Special Note:**Minimum Qualification Questions:**

Do you have a bachelor's degree from an approved college with major course work in journalism, public relations, English, communications media, education, library science, graphic or commercial art, or a closely related field?

AND

Do you have two years of experience in journalism, information dissemination or related public relations work?

Or Substitution:

Do you have a bachelor's degree?

AND

Do you have four years of experience in journalism, information dissemination or related public relations work?

Or Substitution:

Do you have five years of experience in journalism, information dissemination or related public relations work?

Or Substitution:

Do you have a bachelor's degree from an approved college with major course work in journalism, public relations, English, communications media, education, library science, graphic or commercial art, or a closely related field?

AND

Do you have a combination of two years of graduate study from an accredited college (two semester or three quarter hours equal one month of experience) in journalism, public relations, English, communications media, education, library science, graphic or commercial art, or a closely related field; and/or experience in journalism, information dissemination or related public relations work?